



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

UNITED STATES FISH AND WILDLIFE SERVICE

For Release SEPTEMBER 12, 1958

INTERIOR DEPARTMENT AIDS FISH SALE CAMPAIGN

An industry-government program to direct the attention of the consumer to the uses of fresh and frozen fishery products this fall will again have the support of the Bureau of Commercial Fisheries of the United States Fish and Wildlife Service, assistant Secretary of the Interior Ross Leffler announced today.

This nationwide program, to be titled "National Fish 'n' Seafood Parade", will be aimed at both institutional and home consumer markets and will have its climax during the seven-day period, October 6-12.

Assistant Secretary Leffler said that the Bureau of Commercial Fisheries will aid the industry effort with schools, institutions, and food trade groups. Educational activities will be increased to stimulate consumer response.

x x x